

Getting Started

The Art of Poster Design

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Presenting your Poster

Choosing the Right Software

- PowerPoint
 - Easiest choice at Rowan
 - Used to design this poster
- Other Options
 - If you can generate a PDF file, you can use any software
 - LaTeX is a popular alternative

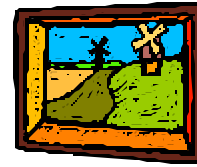
Setting up PowerPoint for Printing on a Wide-Format Printer

- Start by creating *one* new blank slide
- Next in the File → Page Setup menu, set the width and height that you want for your final poster
 - This poster is 36 by 24 inches
 - Be sure to verify the size of the display area!
- In the View → Zoom menu, select fit” so you see the whole page on the screen at once



Design Guidelines

- Use BIG fonts
 - If you can read it when looking at the whole page on your monitor, you’re probably OK
- A little color is good, too much just looks silly.
 - Try and stick to a few key colors
 - Cool PowerPoint trick: you can change some colors on clip art by selecting the picture and then choosing “recolor picture” on the picture toolbar
- Leave LOTS of white space
 - This poster is really a bit too busy!
- Don’t forget to include your URL!



The Big Picture

- Your goal is to *introduce* people to your work
 - If they want more detail, they can ask you!
- You can’t introduce your work if they never look
 - People tend to avoid posters that are too crowded
- Think about who your audience will be
 - If you’re presenting to a general audience, use some pictures or clip art to attract their attention

Important!

- You may NOT print on the fancy CS printer without permission from a member of the CS department!

- Be ready to give three oral explanations of your work
 1. The 10-second description
 - “My work helps people design better posters.”
 2. The 30-second description
 - For those who stay after the 10-second pitch.
 3. The 2 to 3 minute description
 - For those interested in more details.

Final Thoughts

- If you’re traveling with your poster, store it in a mailing tube.
- If you will be presenting on an easel, you may need to buy a piece of foam core to tack it on to.
- Find out if you need to buy pushpins or tape or sticky velcro for securing your poster.
- Dress Appropriately!